

Message Text

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ACTION EB-08

INFO OCT-01 AF-10 EUR-12 NEA-10 ISO-00 AGRE-00 DOE-15

SOE-02 CIAE-00 DODE-00 PM-05 H-02 INR-10 L-03

NSAE-00 NSC-05 PA-02 SP-02 SS-15 ICA-20 MMO-04

CEA-01 AID-05 COME-00 FRB-01 XMB-04 OPIC-06

LAB-04 SIL-01 OMB-01 /149 W

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FM AMEMBASSY ABU DHABI

TO SECSTATE WASHDC PRIORITY 7759

INFO AMEMBASSY DAMASCUS

AMEMBASSY DOHA

AMEMBASSY CAIRO

AMEMBASSY JIDDA

AMEMBASSY KHARTOUM

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY SANA

AMEMBASSY TEHRAN

AMEMBASSY ATHENS

USDEPT TREASURY

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C O R R E C T E D C O P Y (TEXT CORRECTED)

ATHENS FOR RTDO

E.O. 11652: N/A

TAGS: BEXP, BTDR, TC

SUBJ: RECOMMENDATIONS FOR NATIONAL EXPORT POLICY

REF: KUWAIT 2510; KHARTOUM 1748

1. THE FOLLOWING ARE THREE SPECIFIC SUGGESTIONS WE BELIEVE

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MAY BE HELPFUL TO DEVELOPMENT OF A NATIONAL EXPORT POLICY. IN DEFERENCE TO SUCCINCTNESS, WE ARE NOT REPEATING THE EXCELLENT POINTS MADE IN REFTELS ON ANTI-BOYCOTT REGULATIONS, INCOME TAX, CONSERVATIVE EXPORT FINANCING PARCTICES, AND BUREAUCRATIC INERTIA TO CHANGING RESOURCE NEEDS FOR EXPORT PROMOTION BOTH IN US AND ECON/COMMERCIAL STAFFING IN COUNTRIES MARKETS ARE EXPANDING. IT IS CLEAR TO ANY OBSERVER WITH FIRST HAND KNOW-

LEDGE OF SITUATION THAT OUR EFFORTS TO COMPETE IN FOREIGN MARKETS SUFFER FROM SELF-IMPOSED HANDICAPS WHICH ARE IN OUR POWER TO ELIMINATE.

2. INCREASED CHAMBER OF COMMERCE AND TRADE ASSOCIATION INVOLVEMENT. A SIGNIFICANT ORGANIZATIONAL IMPROVEMENT WOULD BE BETTER LIAISON WITH AND USE OF THE US CHAMBER OF COMMERCE AND PRIVATE TRADE ASSOCIATIONS IN TRADE PROMOTION. IN MANY FOREIGN COUNTRIES INCLUDING THE UNITED ARAB EMIRATES, THE CHAMBER OF COMMERCE IS A POTENT ARM OF THE BUSINESS COMMUNITY AND HAS EXTREMELY CLOSE RELATIONS WITH THE GOVERNMENT. WE PROPOSE THAT USDOC PROVIDE GREATER INFORMATION AND FINANCIAL ASSISTANCE TO THE US CHAMBER OF COMMERCE TO MAKE IT A MORE APPROPRIATE INTERLOCUTOR WITH FOREIGN CHAMBERS OF COMMERCE. FOR INSTANCE WE PROPOSE THAT THE USG EXPAND ITS CAPABILITY TO INVITE SIGNIFICANT FOREIGN BUYERS, OFTEN GOVERNMENT OFFICERS, TO THE UNITED STATES FOR ON-SITE VISITS TO MAJOR POSSIBLE SUPPLIERS. THIS COULD BE VERY APPROPRIATELY DONE THROUGH AN INVITATION EXTENDED BY U.S. CHAMBER OF COMMERCE AT THE INITIATIVE OF THE EMBASSY SIMILAR TO THE CURRENT ICA INTERNATIONAL VISITORS PROGRAM. IN EFFECT, THE CHAMBER OF COMMERCE COULD BE THE PROGRAM AGENCY WITH DETAILS OF THE PROGRAM SUB-CONTRACTED OUT TO TRADE ASSOCIATES. TWENTY OR THIRTY SIGNIFICANT TRADE SHOWS A YEAR WOULD PROVIDE AN EXCELLENT RATIONALE AND PARTIAL PROGRAM TO WHICH WE COULD INVITE SIGNIFICANT BUYERS IN THE NAME OF THE CHAMBER OF COMMERCE.

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3. THIS PROPOSAL WOULD HAVE SEVERAL ADVANTAGES. IT WOULD ENABLE US TO COMPETE WITH EUROPEAN AND JAPANESE COMPANIES WHO ARE QUITE ADEPT AT ORGANIZING PLEASING AND INFORMATIVE VISITS BY FOREIGN BUYERS. US CHAMBER OF COMMERCE SPONSORSHIP WOULD REMOVE ANY QUESTION OF POSSIBLE CORRUPT PAYMENTS AND SPECIAL INFLUENCE WHICH NOW WOULD ATTEND THE ACCEPTANCE OF AN INVITATION EXTENDED BY A SINGLE PRIVATE COMPANY TO A FOREIGN BUYER, OFTEN A GOVERNMENT OFFICER. THE INVOLVEMENT OF THE US CHAMBER OF COMMERCE IN THIS PROGRAM COULD BE A MEANS OF RAISING THE EXPORT CONSCIOUSNESS OF THE AMERICAN BUSINESS COMMUNITY IN GENERAL AND ITS NETWORK OF CONSTITUENT CHAMBERS OF COMMERCE THROUGHOUT THE UNITED STATES COULD BE A READY MADE ASSET TO SHOW THE STRENGTH AND DIVERSITY OF AMERICAN LIFE. ADDITIONALLY, US CHAMBER OF COMMERCE ENGAGEMENT IN THIS PROGRAM COULD BE A FIRST STEP IN A MORE ACTIVE EXPORT ORIENTATION OF THE AMERICAN BUSINESS COMMUNITY AS NEW ELEMENTS OF THE AMERICAN BUSINESS COMMUNITY COME INTO CONTACT WITH FOREIGN BUSINESS OPPORTUNITIES.

4. INCREASED AGRICULTURAL EXPORTS. WE SUGGEST THAT THE UNITED STATES COMPARATIVE ADVANTAGE IN AGRICULTURAL PRODUCTION BE UTILIZED IN THE MIDDLE EAST THROUGH A CAMPAIGN TO PROMOTE AGRICULTURAL EXPORT TO THE AREA, SPECIFICALLY THE ARABIAN PENINSULA. THE BEST WAY TO ACHIEVE THIS GOAL WOULD BE TO ENCOURAGE A BROAD

RANGE OF USDA AND AGRICULTURAL TRADE ASSOCIATION VISITORS. THE MARKET HERE IS GROWING FAST, INDEPENDENT ON IMPORTS AND IS LARGELY UNKNOWN TO AMERICA. ADDITIONALLY AGRICULTURAL/STATE COORDINATION SHOULD BE GREATLY IMPROVED SPECIALLY THROUGH E/C OFFICERS BEING GIVEN BEFORE COMING TO POST A SUBSTANTIAL ORIENTATION ABOUT USDA PROGRAMS SIMILAR ALTHOUGH ON A REDUCED SCALE TO THAT WHICH COMMERCE DEPARTMENT PROVIDES FOR COMMERCIAL OFFICERS. WHILE THE MAIN IMPACT OF THESE PROPOSALS WOULD BE FELT AT POSTS WITHOUT AN AGRICULTURAL ATTACHE, SOME EXPANDED CONSCIOUSNESS ABOUT THE IMPACT OF AGRICULTURAL EXPORTS WOULD BE HIGHLY DESIRABLE FOR ALL E/C OFFICERS.

5. INCREASED INTERCHANGE BETWEEN FOREIGN SERVICE AND U.S. BUSINESS. LASTLY, WE SUGGEST THAT MORE INTERCHANGE BETWEEN
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U.S. BUSINESS AND FOREIGN SERVICE BE UNDERTAKEN. VERY FEW FOREIGN SERVICE OFFICERS NOW TAKE ADVANTAGE OF AVAILABLE OPPORTUNITIES FOR EXCHANGE ASSIGNMENTS WITH THE PRIVATE SECTOR. A HIGH LEVEL EXPRESSION OF COMMITMENT TO THE VALUE OF THESE EXCHANGES COULD INCREASE THEIR ATTRACTIVENESS TO FOREIGN SERVICE OFFICERS. INCREASED FAMILIARITY WITH AMERICAN BUSINESS OVERSEAS OPERATIONS SHOULD BE AN EXTREMELY VALUABLE ADDITION TO THE FOREIGN SERVICE'S FUND OF COMPETENCE. USG OFFICERS WITH EXPORT PROMOTION RESPONSIBILITIES SHOULD ALSO TRAVEL OCCASIONALLY ABROAD TO GET A FIRST HAND PERSPECTIVE ON THE SITUATION. E USDOC DESK OFFICER FOR THE UAE, WHO HAS BEEN ON THE JOB FOR THREE YEARS, HAS NEVER EVEN SEEN THE MIDDLE EAST YET US SALES TO UAE NOW EXCEED A HALF BILLION DOLLARS YEARLY. AS A COROLLARY TO THIS SUGGESTION WE PROPOSE THAT TRANSFERS OF MID AND SUPERIOR LEVEL FOREIGN SERVICE OFFICERS WITH COMMERCIAL RESPONSIBILITIES BE SCHEDULED SO THAT THEY CONFER WITH BUSINESS AND TRADE GROUPS IN THE U.S. FOR AT LEAST TWO WEEKS BETWEEN ASSIGNMENTS. THIS COULD AID MATERIALLY RAISING THEIR EXPORT CONSCIOUSNESS OF THE AGRICULTURAL AND BUSINESS COMMUNITIES.
DICKMAN

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